

POSITION DESCRIPTION



WESTERN SYDNEY
UNIVERSITY



Library Communications Coordinator

POSITION DETAILS

Position Title	Library Communications Coordinator
Classification	Level 7
Position Number	MK289
School/Office	Library
Division	Division of Education and Students

POSITION PURPOSE

The Library Communications Coordinator is responsible for the strategic planning, development, implementation and evaluation of integrated marketing, communications, and engagement activities that promote Library services, programs, spaces and initiatives.

Working closely with Library leadership, academic and professional stakeholders, the position oversees the end-to-end delivery of marketing and communications campaigns across multiple channels, ensuring effective audience engagement and alignment with Library and University priorities.

The role utilises audience insights, market trends and performance data to inform marketing and communication strategies, helping increase awareness, participation and engagement with Library services and supporting student success, research excellence and community engagement.

This position operates within the context of the Library key strategic areas: skills, collections, and spaces, in alignment with the Library's strategic priorities of student success, authentic partnership, and sector leadership.

KEY ACCOUNTABILITIES

- 1. Design, implement and maintain** integrated marketing and communications strategies across multiple channels and audiences to promote the Library and its services.
- 2. Manage** the creation of communications and collateral for disseminating information to target audiences ensuring accuracy, relevance and timeliness.
- 3. Establish** a schedule and protocols for communications and event promotion in consultation with stakeholders to ensure cohesion, effectiveness and optimal engagement.

4. **Lead** the Library Communications team in delivery of communication and promotional campaigns to ensure compliance with university policies and alignment with Library and Divisional priorities
5. **Monitor, evaluate and report** on channel/platform performance metrics, identifying areas for improvement.
6. **Develop and maintain** stakeholder relationships with internal teams and external partners.
7. **Provide strategic marketing and communications advice** to Library leadership and stakeholders, identifying opportunities to improve audience engagement, service awareness and campaign effectiveness.
8. **Oversee** procurement activities as they relate to the position in consultation with Library Leadership Group.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Completion of a degree in Marketing, Media, Communications or Social Media with 4 years' experience, or the equivalent substantial relevant work experience in a marketing, advertising or communications role.
2. Demonstrated experience in strategic communication planning, including the ability to tailor messages for a variety of audiences and platforms such as web, social media and written formats.
3. Well-developed organisation and project management skills with the ability to set priorities, meet deadlines while working on simultaneous projects, and to adapt to unexpected events and competing priorities.
4. High level of computer literacy, with advanced skills in digital image creation using current apps and platforms such as Adobe Suite and Canva.
5. Excellent interpersonal and oral communication skills, encompassing facilitating difficult conversations and articulating complex issues lucidly and succinctly.
6. Demonstrated ability to lead and motivate a team member as well as working independently.

KEY RELATIONSHIPS

- **This position reports to:** University Librarian
- **This position supervises:** Library Communications Officer
Library Communications Assistant
- **Key internal relationships:**
 - Associate University Librarian, Student Skills and Engagement
 - Associate University Librarian, Research and Collections
 - Library Learning Programs Manager
 - Library Learning Hub Coordinator
 - Library Facilities Coordinator
 - Western Sydney University Marketing and Communications team

CHALLENGES

- Achieving audience engagement and communication cut-through in a highly competitive and crowded information environment, where communication to students is primarily delivered through indirect channels.
- Managing the demands of competing timelines and stakeholders through establishment of mutual understanding and common goals.
- Developing and refreshing knowledge of all Library services, activities and resources to enable informed advice on clarity of communication of these to stakeholders.

- Maintaining knowledge of relevant University and Library policies, procedures and systems to ensure Library compliance.
- Anticipating and responding to complex and evolving student communication platforms and preferences.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.
- As the Library operates on multiple campuses is an expectation of the role that it may be required to travel to and work from any campus library subject to appropriate notification.

Approved by: Office for People

Date: 18.08.2026